

ORDER

Orders
Order / Rev: 209917
Alt Order #:
Product Desc: STABENOW FOR SENATE 2012
Estimate: 12134
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: REG

Primary AE: WXSP Local House
Sales Office: L-GR
Sales Region: Loc

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Stabenow for Senate 2012
Demographic: A25-54
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	12	\$975.00	\$828.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$975.00	\$828.75	0.00
Totals	12	\$975.00	\$828.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WXSP Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXSP	10/01/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-W----	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-W----					2	\$100.00		0.00			
N 2	WXSP	10/01/12	10/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	-T-TF--	:30	3	\$100.00	P5	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-TF--					3	\$100.00		0.00			
N 3	WXSP	10/01/12	10/05/12	News 8 @10p News 8 @ 10p	CM	10-1030p	MTWTF--	:30	5	\$75.00	P5	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$75.00		0.00			
N 4	WXSP	10/06/12	10/06/12	News 8 @10 Saturday News 8 @10p Saturday	CM	10-1030p	-----S-	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$50.00		0.00			
N 5	WXSP	10/07/12	10/07/12	News 8 @10p Sunday News 8 @10p Sunday	CM	10-1030p	-----S	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$50.00		0.00			
													Totals	12	\$975.00